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VOLUME I, NUMBER 1 DECEMBER 1979 EDITOR: Joan Eesley

PTT founder Nolan Bushnell (left), Chuck E. and TIM President Bob Brock (right) celebrate signing of co-development agreement.

PTT, TIM to co-develop 285 stores by 1984

PTT, Inc. has signed an agreement with Topeka Inn Management, Inc. (TIM) of Kansas, to co-develop 285 stores in 16 Central states over the next five years at an estimated cost of $200 million. The joint announcement was made in San Francisco by Nolan K. Bushnell, PTT's Founder, and Robert L. Brock, Founder and President of TIM.

"We're excited," said Bushnell, "at the prospect of working with a group having the expertise and financial capability of TIM. They're the type of people who will be instrumental in turning this concept into a major force in America's leisure time habits. TIM's abilities in food and lodging management will add strength to our organization."

Restaurant Hospitality Magazine in its June 1979 issue listed the nation's largest lodging franchise management companies and ranked TIM as number one. States where TIM plans to open Pizza Time Theatres include Alabama, Arkansas, Colorado, Minnesota, Georgia, Illinois, Indiana, Iowa, Kansas, Louisana, Minnesota, Mississippi, Missouri, Nebraska, Oklahoma and Wisconsin.

The first two TIM-operated stores are already under construction in Overland Park, Kansas, and Kansas City, Missouri.

NOTE:

This is your newsletter so you're invited to help us name it. Send your ideas, with your name and store, to Joan Eesley % Corporate. Employee submitting winning name will receive $25 cash. Deadline for entries: January 15th.

Sparks, Citrus Heights opening this month

Keeping up with the scheduled two store openings a month has Cupertino Corporate really hopping. Manufacturing has six sets of Cyberamics figures in production. Store Operations reports it just graduated a management training class, while Entertainment's Mike Hatcher is spending most of his time at the recording studio working on new numbers for Dolli, Helen, the Pizza Time Players and Artie Antlers. (Artie who?)

Even as Field Support is arranging to buy and ship dozens of new electronic and arcade games, Real Estate is signing leases for properties to open next fall. Marketing is busily planning promotions to generate new business for existing stores and Franchising has the first of its licensed stores opening.

Sparks, Nevada, PTT's first franchise, opens December 20th, according to Owner-Manager Gary Harwin. "We've set our Grand Opening Party for January 7th," he said. Incidentally, that store will be unlike any other Nevada fun-and-games parlor. It won't have a single slot machine!

Citrus Heights in North Sacramento, companion store to South Sacramento's Florin Mall, opens the same day as Sparks. Manager Dave Wright says proudly his store will be the first in Northern California to have a Helen Henny Cabaret and to use the new animation configuration with all the "critters" on one wall.

That two-a-month rate for new stores will increase to six come summer, which means plenty of chances for advancement if you're considering a career in the food service industry. During 1980 PTT plans to open a total of 38 new stores, including the next four in Covina, Fullerton, La Habra and Sun Valley.

OCTOBER WAS REALLY A BUSY MONTH WITH TWO GRAND OPENINGS. Huntington Beach, converted from a former supermarket, is the size of Kooser. Stockton, built from the walls out, is in Venetian Square, a new shopping complex. TOP TO BOTTOM: Six bumper cars, which run on batteries, are proving popular with Huntington Beach's younger set. Kids tootle around a 12 x 18 foot concrete pad . . . Things weren't as bad as they seem in this photo at Stockton's Opening. That's (left to right) Assistant Suzanne Ammirata, Mgr. Mike Sullivan, Assistant John Eliasasen and youngster in crawl, frightened by either Mike or Munch . . . Helen Henny, our outrageous rock singer, stars in her own Huntington Beach lounge. Ms. Henny was awarded the Golden Drumstick Award from the Poultrymen's Association for having "the thighs a thousand roosters want to tenderize." . . . What does a Sacramento Assistant do on his day off? Scott Nelson (right) and friend drove to Stockton's Opening, where they monopolized the football game . . . This was the scene backstage as the Huntington Beach kitchen crew geared up to make 100 medium pizzas for the Opening.

First management grads

They're smiling because they just completed PTT's Management Training Program, under the supervision of Training Director Bob Coltrane. Left to right in photo above: Gary Harwin, Owner-Manager for Sparks; Lorraine Plummer, Florin Assistant; Ben Kline, Winchester Assistant; Jean Cullen, Sacramento Assistant; Jack Schmeer, Kooser Assistant and Bob Coltrane.

Have you heard about . . .

- OUR CLOTH COIN SACKS? They're great stocking stuffers and a good value (28 tokens for $5).
- CHUCK E.'S TV SPOT? An animated 30-second commercial for birthday parties is running on various local stations. Watch for it in your area.
- THAT EDITOR OF A MAJOR DAILY PAPER who pays her sons their allowance in PTT tokens? Says she keeps a supply around home to reward them for doing chores, too.
- BANK OF AMERICA GIVING PTT $2 MILLION? Loan is for expansion in new areas. Also, first PTT franchises were announced for Sparks, Nevada; the entire state of Oregon; Arizona counties of Maricopa and Pima and California counties of San Diego, Kern and Fresno.
- CHUCK E. IN THE COMICS? That rascally rodent and the Pizza Time Players are featured in a new 12-page comic book, available with Skee-Ball tickets, a newspaper coupon or for cash.

Holiday hours

By now you've probably heard all stores will close at 5 pm Christmas Day and New Year's Eve, remaining closed Christmas Day and reopening New Year's Day about 5. Corporate will be closed from December 24th through January 1st.

Who's he?

Meet PTT President Joseph F. Keenan (below). Want to get his attention? Ask Joe about his World War II Stearman biplane, which he flies around the country for air shows. Formerly Chairman of the Board of ATARI, Keenan founded Key Games, Santa Clara, which merged with ATARI in 1974. Prior to starting Key, Joe worked for IBM and Applied Logic. A resident of Los Gatos, he holds a B.S. degree in accounting from La Salle College, Pennsylvania. He and his wife, Patricia, have four children. Behind the controls of his plane, the bearded Keenan looks like the original Red Baron.

KEHR research study

A commissioned survey at Kooser and Winchester turned up some interesting statistics. For example, when the token boxes are emptied, most games show a ratio of one quarter to every six tokens. But not Dolli! That charmer produces three quarters for every six tokens. Same is true of Helen Henny in Huntington Beach. One explanation: the ladies are mostly activated by adults, who've given their tokens to the children and resort to playing with coins from their purse or pocket.

Lehr Research has just completed 200 in-depth interviews in Stockton and Huntington Beach to give a better demographic profile of our customers: who they are, where they heard about us, how far they've traveled, how often they visit. More in the next newsletter, including which games are the most popular.

Joseph F. Keenan has been named president of Pizza Time Theatre, Cupertino.

Here's something to ponder — 25 percent of some stores' total games revenue come from the bill changer. Since that machine takes $1 and $5 greenbacks, that means a good percentage of the customers are spending cash to play games.

If you've worked the Prep Line, this next statistic shouldn't surprise you. To date we've served 400,000 pizzas and, sometime in spring 1980, one of you will take an order for the one millionth!

A message from Nolan

Too often when I visit the stores, there isn't time to stop and personally meet each of you, so I'm taking this opportunity to express my appreciation for what you've done to make Pizza Time a reality.

We've come a long way in two years from that first store where Rick Rat was the emcee, the staff wore t-shirts and vests, Gene Landrum was manager and I had a dream that needed testing.

We start the new decade with eight stores and dozens more in various stages of planning. Pizza Time Theatre is already being hailed nationally, even internationally, as an exciting new concept in family entertainment and we're proud to have you be a part of our glorious adventure.

Pizza Time Theatre is more than a place, more than the animals, more than even our customers because it's also all 450 of you, doing a myriad of different jobs, behind the scenes, often without fanfare or recognition. My sincere thanks for a job well-done. I hope 1980 will be a prosperous and healthy year for each of you and yours.

STARRING THE STORES

Winchester

Store hosted 30 members of the Northern California Industrial Recreation Council, who were being introduced to the new Chuck E. Cheese Fan Club program. Council members plan leisure activities and employee benefits for some 90 Santa Clara Valley corporations . . . Winchester and Kooser went together on staffing the annual Los Gatos Children's Christmas Parade. This was the second time Chuck E. and friends participated, only this year they rode in style in small electric cars . . . Does the rat have relatives Down Under? Must be. The Australian Broadcasting Commission filmed at Winchester for its program "Four Corners," which we hear was a great success with the Aussies . . . **Laurie Parisie** keeps explaining to customers her bandaged hand was the result of burning it in a kitchen accident at home, not from popping pizzas into the oven.

Kooser

The store hosted 350 young football players to mark the end of San Jose's PAL season. PTT will participate in PAL's annual membership drive to raise $60,000 for sports activities . . . **Mike Berglund** is planning to join the March 9th March of Dimes Walk-A-Thon in San Jose. Last year he covered the entire 20-mile course dressed as Jasper and he's challenging Winchester to send a representative this year. Anyone interested?. . . San Franciscan **Mike Bailey** celebrated his 21st birthday at Kooser with a busload of family and friends. Mike's mom bought the gala Dolli Dimples Party we donated to the KQED Auction. Highlight of the evening was a personalized greeting from the ponderous pachyderm herself. . .Kooser plays Winchester in football December 27th with the winner to play Corporate in the first annual Chuck E. Bowl. . .

Kooser sponsored 10 performances at three elementary schools by the Phantasy Company, a troupe of five talented young adults who sing, dance and act. Of course, Chuck E. and Players appeared at the conclusion to hand out Chuck E. Bucks (what else?) Redeemed coupons drew an unheard-of 15 percent response. Same group did 12 shows for Stockton schools, which were equally well received by teachers and students.

Concord

Santa arrived at the Willows in Pizza Time's London taxi, then was escorted to his proverbial throne by Chuck E., Jasper, Munch and Pasqually . . . Is it true Manager **Rob Schmidt** painted his power boat yellow and dubbed it the "Cheez Whizzer?" . . . PTT joined other Willows merchants in a month-long promotion to raise funds for the U.S. Olympic Team . . . Welcome back, **Dave Phipps,** who was off the job a month recovering from surgery . . . A broken foot hasn't hampered **Loren Staggs.** He's whipping around the kitchen on his walking cast.

Huntington Beach

Store hosted 20 British editors of fast food and restaurant publications, who were being shown the sights of Southern California by *Institutions Magazine's* Barbara Dawson. Seems they'd heard about Chuck E. and asked for the tour so our fame spreads . . . Tours of elementary school kids are very big at our store, especially Cub Scout Packs and Girl Scout Troups. Originally, we would select someone from each group to make the pizza, but that created too many hard feelings, so now whoever is leading the tour does the honors.

South Sacramento

When Florin Center changed its name to Florin Mall, there was a month-long celebration. Not only did we display the PTT taxi on the Mall, we also donated a $1,000 Dolli Dimples Party as a prize for the drawing. Berenice Hing of Sacramento won and promptly brought in 105 of her closest friends to celebrate . . . During December there's a competition in all the stores to sell gift certificates with the winner in each store getting two tickets to Marriott's Great America. Manager of store with best General Store sales will win a trip to Hyatt Lake Tahoe, so the competition is heating up . . . District Manager **Roger Berke** bet the staff they couldn't sell more than 480 pizzas in one day with free game tokens for everyone if they set a new record. By 9 pm on a recent Saturday night, even staffers who weren't scheduled to work returned to the store to await the computer readout. At closing it showed 490, which Berke insists was not the result of employees pooling their savings to purchase the last ten . . . Concord and Florin are locked in a battle to become the chain's Number One Store for four weeks straight . . . Moving from a complete house in San Jose to a two-bedroom apartment in Sacramento was a challenge for new Manager **Don Rousch.** For a bachelor, he sure has a lot of furniture.

Stockton

There was an impromptu 17th Birthday Party last week for Game Room's **Larry Davenport.** Held in the employee's break area, it was really fun for everyone . . . Manager **Mike Sullivan** finally moved from Sacramento to Stockton, lock, stock and barrel, as well as fish, plants and dog. His Golden Retriever Chivas Regal is a show dog whose father was named Boozer! . . . Stockton's conducting a Christmas Card Writing Contest. Boys and girls send Chuck E. a card and just before Christmas three winners in different age groups will be drawn to win dinner for their Dad or Mom at PTT.

We're looking for someone from each store to be a reporter, to let us know what's going on. The job doesn't pay anything, but you will see your name in print (and hear all the gossip). Sound like fun? Contact your manager.

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